

Social Media for Utilities: The Top 5 Takeaways

1 Create a strategy with clear goals and objectives.

Every strategy should have goals and objectives, and a social media strategy is no different. These goals should tie into your business goals. Why are you doing this? What do you hope to achieve. Be sure to use SMART goals:

Smart
Measurable
Attainable
Relevant
Timely

2 Become a story teller

Storytelling is the best way to execute a social media strategy. People don't connect with companies, but connect with stories. How do you find stories?

- Customer stories: e.g. how they interact with your company, use your products or services. Look at feedback/customer service for stories.
- Employee stories: Personify your company by profiling your employees, giving them recognition for what they do.
- Brand stories: Show behind-the-scenes look at how company operates. What does it take to deliver your product? Is the company out in the community? Possibilities are endless.

3 Pictures are the new text

With the fast adoption of smartphones and tablets, pictures have become a fabulous way to connect with major stakeholders. Some studies show that people are spending less time on social channels reading information and more time looking at pictures. Other reasons to start using pictures:

- Simple and easy to understand
- Get attention faster than text
- Easily shared
- Work on multiple social channels

4 It's just right to say please and THANK YOU

Say "thank you" to your community members. If people re-tweet a message or say something positive about your company, don't forget thank them in a tweet. Little touches like this not only help build your community, but help build ambassadors, as well.

5 Timing is everything

Many studies have shown that customers and stakeholders interact more with brands on social channels on the weekend than on a weekday. Use a social dashboard (e.g. Hootsuite or Tweetdeck) to schedule tweets and be sure to monitor on the weekend, as well.

For Facebook, brands that post after normal business hours are seeing more interaction, as well. This makes sense if you think about when you are most active on your social channels.

For more information, email SGCC at: sgcc@smartgridcc.org